

CITY OF MIAMI BEACH
Office of the City Manager
Letter to Commission No. 035-2004



To: Mayor David Dermer and
Members of the City Commission

Date: February 4, 2004

From: Jorge M. Gonzalez
City Manager

A handwritten signature in black ink, appearing to read "Jorge".

Subject: **MULTI-SPACE PAY STATIONS - PHASE I AND II**

The Mayor and Commission approved an appropriation of \$2.4 Million for the purchase and installation of 250 multi-space pay stations from "Bytewise" Solutions, the local authorized distributor for SchlumbergerSema equipment/services at the January 14, 2004 Commission Meeting. For informational purposes, the Parking Department has ten (10) multi-space pay stations in inventory that are currently being installed in Municipal Parking Lot 9B, located at 72nd Street and Collins Avenue. The Parking Department is currently meeting with Bytewise to:

- Discuss pay station programming, including CMB Smart Card acceptance (smart card mapping is City property; however, confidentiality agreements between POM (existing meter vendor) and Bytewise must be executed to protect the City as well as both vendors.
- Develop a delivery/installation schedule for the prescribed areas detailed below.
- Develop a training schedule for pay station preventive maintenance, repairs, and system software.

In preparation for the delivery/installation schedule, the Parking Department surveyed the City to determine the most appropriate locations to commence implementation of this technology and the following criteria was utilized to determine the most effective locations for initial installations: (1) demand, (2) revenue impact, and (3) public exposure to new technology. The implementation plan being formulated shall include delivery/installation schedule, marketing plan, and media exposure through press releases.

A significant public outreach effort will be implemented as part of the educational process necessary when introducing new technologies. As part of the Ocean Drive test period, which was deemed to be very successful, the Parking Department initiated press releases, met with the Ocean Drive Association (business associations), provided on-site personnel for a one week period to assist patrons through the transaction process and answer questions, and surveyed users to determine ease of use, acceptance, and proposed improvements. In addition, a progressive enforcement strategy is implemented by initially providing on-site personnel and no enforcement for seven to ten days and then progressing to warnings for the next seven to ten days and then graduating to citation issuance thereafter. Each area will be independently evaluated for progress on public/

businesses education. Areas needing additional time for on-site personnel, business outreach, or any other unforeseen issue will not progress to the next level until issues are resolved. The following are the recommended locations for installation of Phase I and II:

North Beach (installations underway):

Municipal Parking Lot 9B, located at 72nd Street and Collins Avenue (ten pay stations).

Art Deco District – Phase I

- East side of Ocean Drive/5th to 7th Streets and 10th to 15th Streets (7th to 10th Streets have existing units from test period).
- 100 Blocks (Ocean Drive to Collins Avenue) from 6th to 15th Streets
- Both sides of Collins Avenue/5th to Espanola Way.
- 200 blocks (Collins Avenue to Washington Avenue) from 5th Street to 16th Street.
- Both sides of Washington Avenue from 5th Street to 17th Street.

Lincoln Road – Phase II

- All on-street spaces on Drexel Avenue, Pennsylvania Avenue, Meridian Court, Meridian Avenue, Jefferson Avenue, Michigan Avenue, Lenox Avenue, Alton Road, and West Avenue between 16th Street and 17th Street.
- All municipal parking lots (except 17th Street & Washington Avenue Surface Lot and Garage) on Lincoln Lane North and Lincoln Lane South between Washington Avenue and West Avenue.

If you have any questions or need any additional information, please feel free to contact Saul Frances, Parking Director at (305) 673-7000, extension 6483 or me at extension 6637.

C: Murray Dubbin, City Attorney
Christina M. Cuervo, Assistant City Manager
Robert C. Middaugh, Assistant City Manager
Mayra Diaz Buttacavoli, Assistant City Manager
Ramiro Inguanzo, Chief of Staff
Saul Frances, Parking Director
Chester Escobar, Assistant Parking Director/On-Street